

MINUTES
PROMOTE WYOMING COMMISSION
February 9, 2021

The Promote Wyoming Commission met on Tuesday, February 9 at 7:00 p.m. via Zoom.

Members present: Jason Miller, Val Prevish, Ron Callahan, Jeb Brack, Deb Stonehill, Brenda Grannan, Jeff LeRoy, Kara Hagerman, Sue Lewis, Liz Engel.

Staff present: Rusty Herzog, Acting City Manager, and Lana Bonekemper, Media and Communications Intern

Before the minutes: Ms. Stonehill asked that we notify Mr. Herzog and herself in advance if we know we cannot make the PWC meeting.

Call to Order

Deb Stonehill, Chairperson, opened the meeting at 7:04 p.m.

Ms. Stonehill introduced Ms. Bonekemper, Media and Communications Intern for the City of Wyoming and Ms. Hagerman, official member of the PWC. All others in attendance introduced themselves. Ms. Stonehill commented that Ms. Carlton thanks the group and was happy to receive the flowers that Ms. Stonehill sent.

Approval of Minutes

The January 12, 2021 minutes were approved as written. Motion by Ms. Prevish, second by Mr. Brack. All aye by voice vote.

Business (committee chairs identified in bold):

Report from Communication Committee (Ron, Liz, Jeff, Jeb, **Val**):

Ms. Prevish listed the current WUW stories, including the Unconscious Bias story, new rec center fields, and community survey regarding storm water. Ms. Bonekemper was asked to create a new post for the storm water story on Facebook later this week. Ms. Stonehill made a technical suggestion for Mr. Herzog to get a lavalier microphone to help with the volume of the narration for future videos.

February stories were assigned, including Schools (Ms. Engel), Champions Center and library addition (Ms. Engel), Body Cameras (Ms. Bonekemper), and memorials fundraising for the Village Green Pavilion (Ms. Hagerman). Ms. Stonehill suggested adding the wording, "Celebration Funds", too (e.g., new baby, wedding, anniversary etc.) to the Village Green Pavilion fundraising efforts in order to get more people to participate in the fund. Other features in February include Black History Month + WCIA (Ms. Prevish) and Shop Wyoming's success (Ms. Bonekemper). We will look to publish an article on the Wyoming Art Show (Mr. Brack) twice in April. Also, in April, we will look to publish Mr. Callahan's story on DORA helping the businesses in the Village. Ms. Johnson's article on Wyoming & Spanish Flu will not be written due to lack of access to resources during this time of COVID-19. Ms. Hagerman said that there was a Wall Street reporter in Wyoming covering the 5 days

a week in school initiative. Once that story comes out, Ms. Prevish will follow up with Ms. Henke and perhaps the PWC will write a story on this for WUW.

There was a 40% drop off in WUW page views from January vs. December, reflecting that substantially fewer stories were published in January vs. December. Ms. Stonehill requested that any stories that publish on WUW are emailed to subscribers, since it appears that event stories have not been emailed. Mr. Callahan agreed. The good news is that Google News referred WUW stories, indicating that the blog has achieved Google recognition.

Report from Photo/Video Library Development Committee (Ron, Jason, Debi)

Mr. Miller will help with the body camera photos for Ms. Bonekemper's article, as well as the Civic Center and Tennis Court photos for future before/after pieces. Ms. Bonekemper will use social media posts to collect the community's photos from the recent snow and upload them to Smug Mug.

Report from Annual Report Committee (Deb, Val, Sue, Brenda)

The Annual Report is now going to the printer and should be hitting mailboxes in a couple of weeks. Ms. Stonehill thanked Jason, Debi, and the committee for their work on the 2020 Annual Report and she acknowledged that it was a very difficult year to write about in a positive way. Ms. Stonehill is looking for 1 to 2 people who are willing to join the Annual Report Committee for 2021.

Master Plan Implementation Spreadsheet (Deb, Rusty)

Mr. Herzog was asked to follow up with Ms. Statt Blake about the Master Plan and find out what projects the PWC should plan to work on first.

Miscellaneous

Ms. Stonehill asked Mr. Herzog about a previously developed lobby display piece for the city building, which was put on hold in 2020 due to funding restrictions. Ms. Grannan will send Mr. Herzog renderings and cost estimates. Ms. Stonehill asked everyone to look at Wyoming's YouTube pages and other communities' YouTube pages and come to the next meeting ready to discuss ideas/changes. A "Welcome to Wyoming" video is to be discussed next month. Mr. LeRoy will write a story about the new physical therapy office in Wyoming for WUW. Mr. Miller will help with photos, too. Ms. Bonekemper will follow up with Ms. Leininger to find out whether a printed event calendar should be done for 2021, and Ms. Bonekemper will let Ms. Grannan know whether to proceed with development of the calendar. Ms. Bonekemper will use Wyoming superlatives for social media posts, and she will post to social media on a more regular basis.

Adjourn: 8:18 p.m.

Respectfully submitted,
Lana Bonekemper